



"The Focus is on the Future"

The Service Center merchandising concept, pioneered by Philip Morris, continues to open up new profit opportunities for supermarket operators all across America. Why? Because Service Centers truly focus on improved profits for you.

Be sure to visit the Philip Morris booth (#221) at the SMI convention in

Dallas, May 2-5. We've compiled case histories based on successful Service Center operations in leading supermarkets for your review. You'll see and hear practical ideas you can use in your stores.

**Another profit-making idea from
Philip Morris USA**



Service Center technology is another example of the merchandising leadership that you can count on from Philip Morris.

